

THE BEAT GOES ON

Bacardi used direct mail to create a unique experiential event that amplified its integrated campaign.

Originally known as a producer of white rum, Bacardi now boasts a portfolio of more than 200 brands and labels. The company proudly cultivates a culture of fun, freedom and entertainment. The cool Bacardi vibe is on full display in a recent campaign that integrates digital and physical media to create a truly unique experience.

Bacardi started with an abbreviated version of a song and built a campaign around it. The 60-second video clip features images of dancers filmed only from the waist down, as they gyrate to the upbeat music of Major Lazer, a Jamaican-American electronic dance music trio. The band's song "Jump" provided the addictive backbeat that piqued significant interest, especially since the full song had yet to be released publicly.

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The video garnered 1.2 million views and the campaign hashtag #DoWhatMovesYou was mentioned in 26,000 posts. The use of direct mail gave fans something to "Jump" about with a unique analog experience that was amplified back into social media and further video views.



CLIENT: Bacardi | PRODUCT: Rum | COUNTRY: USA | AGENCY: BBDO New York | AGENCY TEAM: Chief Creative Officers: David Lubars, Greg Hahn | Executive Creative Directors: Marcos Kotlhar, Danilo Boer | Creative Directors: Taylor Marsh, João Unzer | Senior Designer: Michele Angelo | Senior Project Manager: Noreen Masih | Head of Integrated Production: David Rolfe | Executive Producer: Sofia Handler | Music Producer: Julia Millison | Senior Account Director: Steven Panariello | Account Director: Josh Goodman | Account Manager: Meghan Wood | Account Executive: Nora Stanton | Group Planning Director: Jessica Strode | Communications Planning Director: Jen Leung | OTHER: Vinyl Covers: Integrated Printing & Graphics | SONG: Major Lazer – Jump [feat. Busy Signal] [Sound of Rum Remix]

